

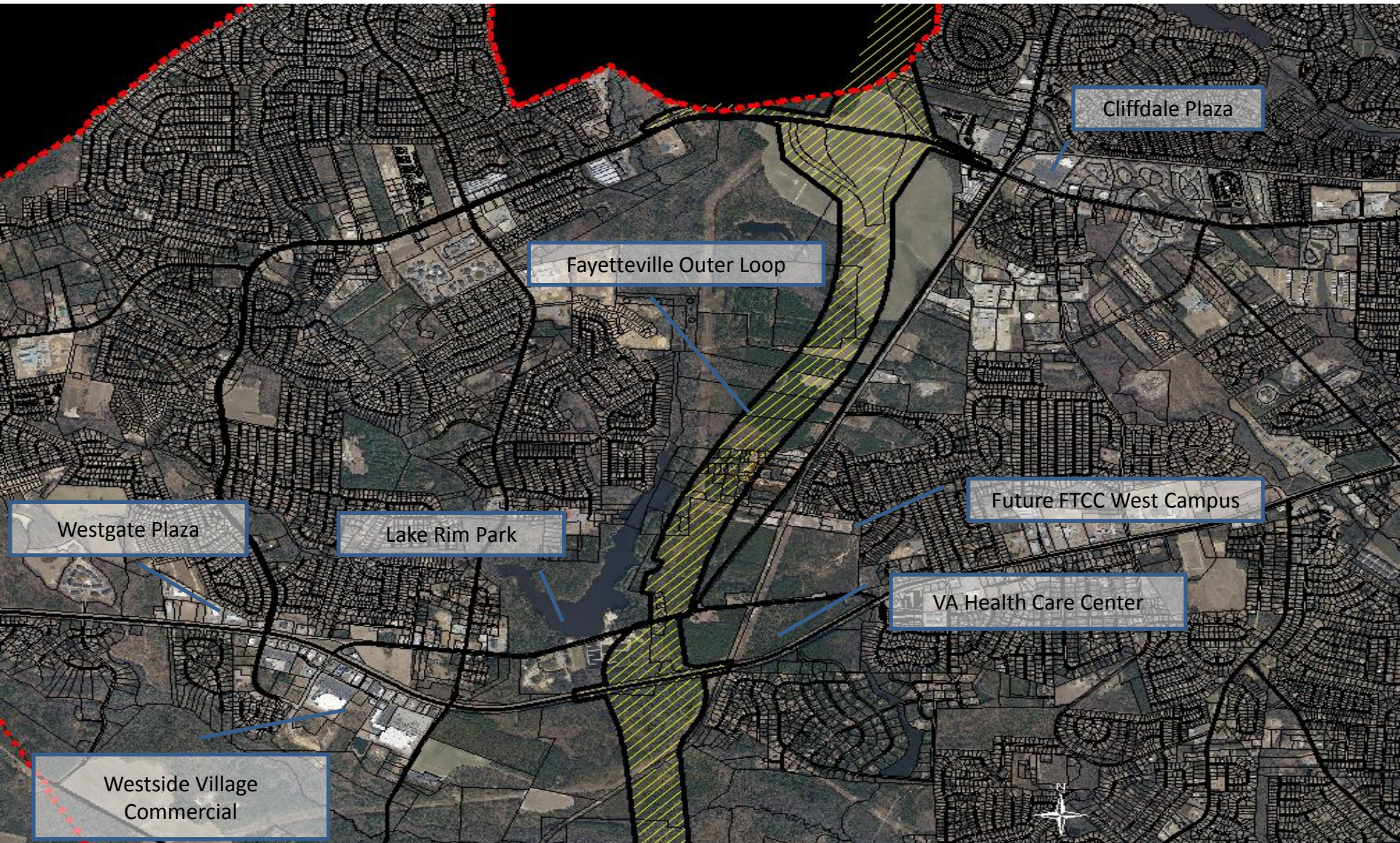


Medical Village

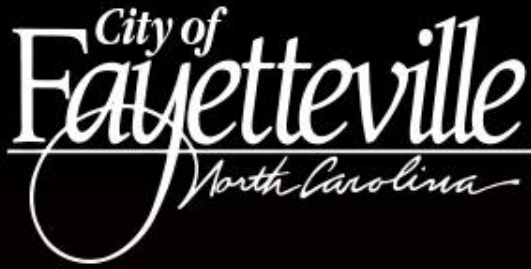
Open House/Drop In

Planning and Code Enforcement Department

Community Landmarks



Observations and Opportunities



Assumptions

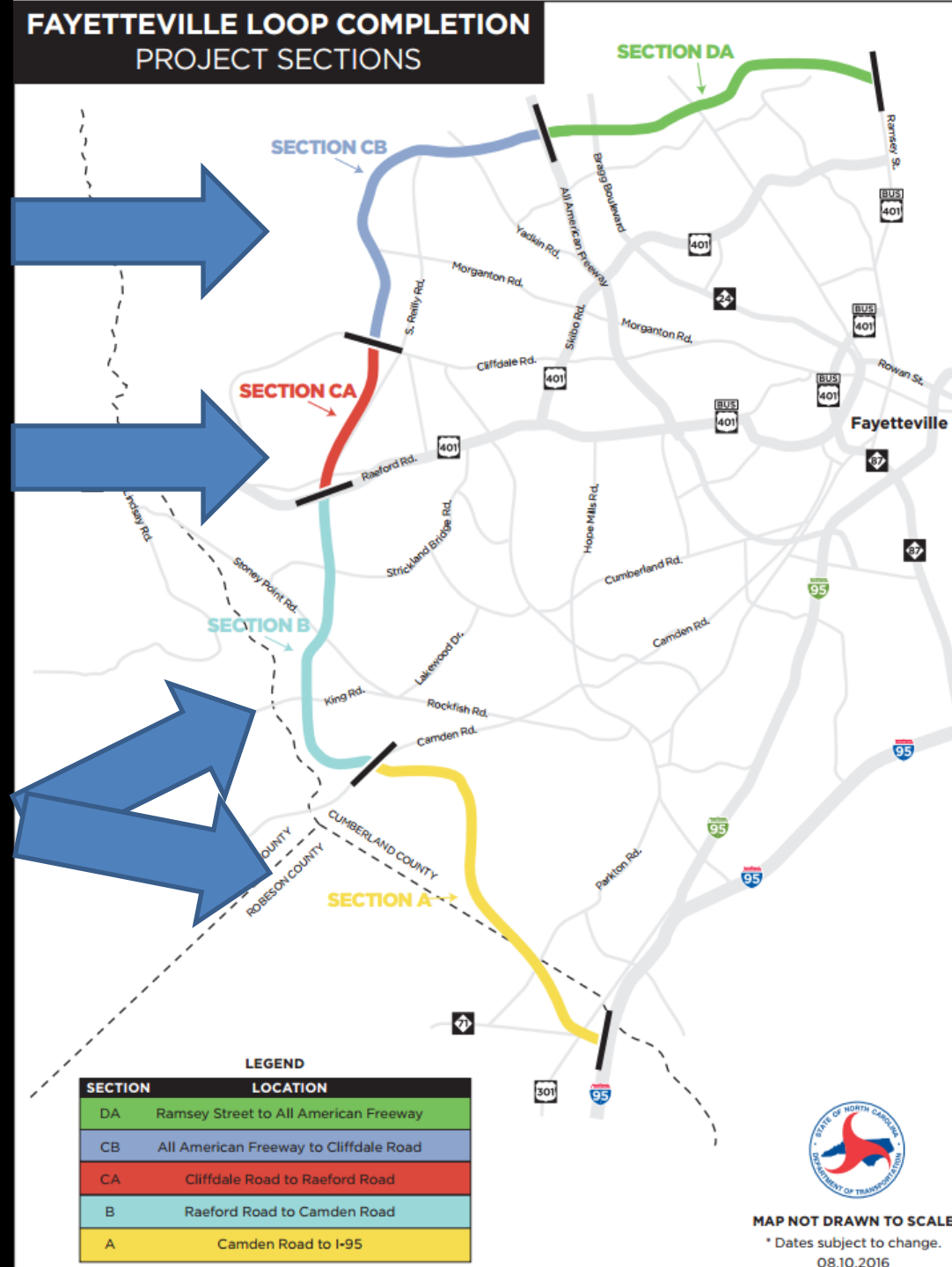
- **Land Use and Zoning**
 - **Inconsistent with Future Land Use Plan**
 - **Existing Land Use Scattered**
- **Fayetteville Outer Loop**
 - **Completion to Cliffdale Road 2018**
 - **Completion to Raeford Road 2021**
 - **Construction to I-95 beginning in 2020**
- **Fayetteville Technical Community College**
 - **Owns 58 +/- acres**
 - **Plans for FTCC West Campus**
 - **Will include eight classroom/administrative buildings**
 - **These buildings will house programs and curriculum including: Health Technologies, Vocational Programs, and Continuing Education.**
- **Undeveloped Land**
 - **+/- 1000 acres**
 - **Cross Creek Mall has 24 acres of retail space**

CB: Scheduled Completion: 2018

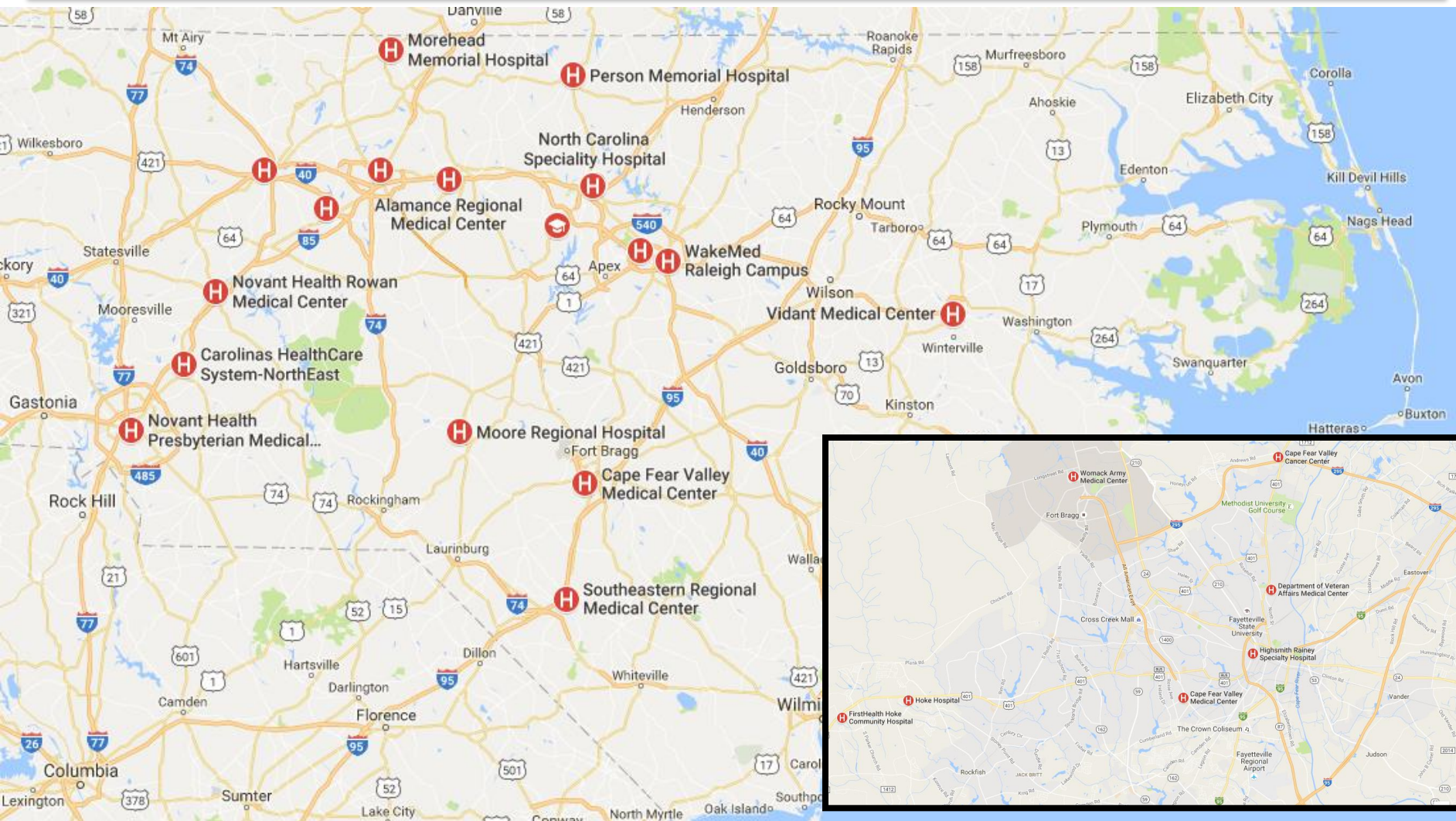
CA: Scheduled Completion: Spring 2021

B&A: Construction to Begin 2020

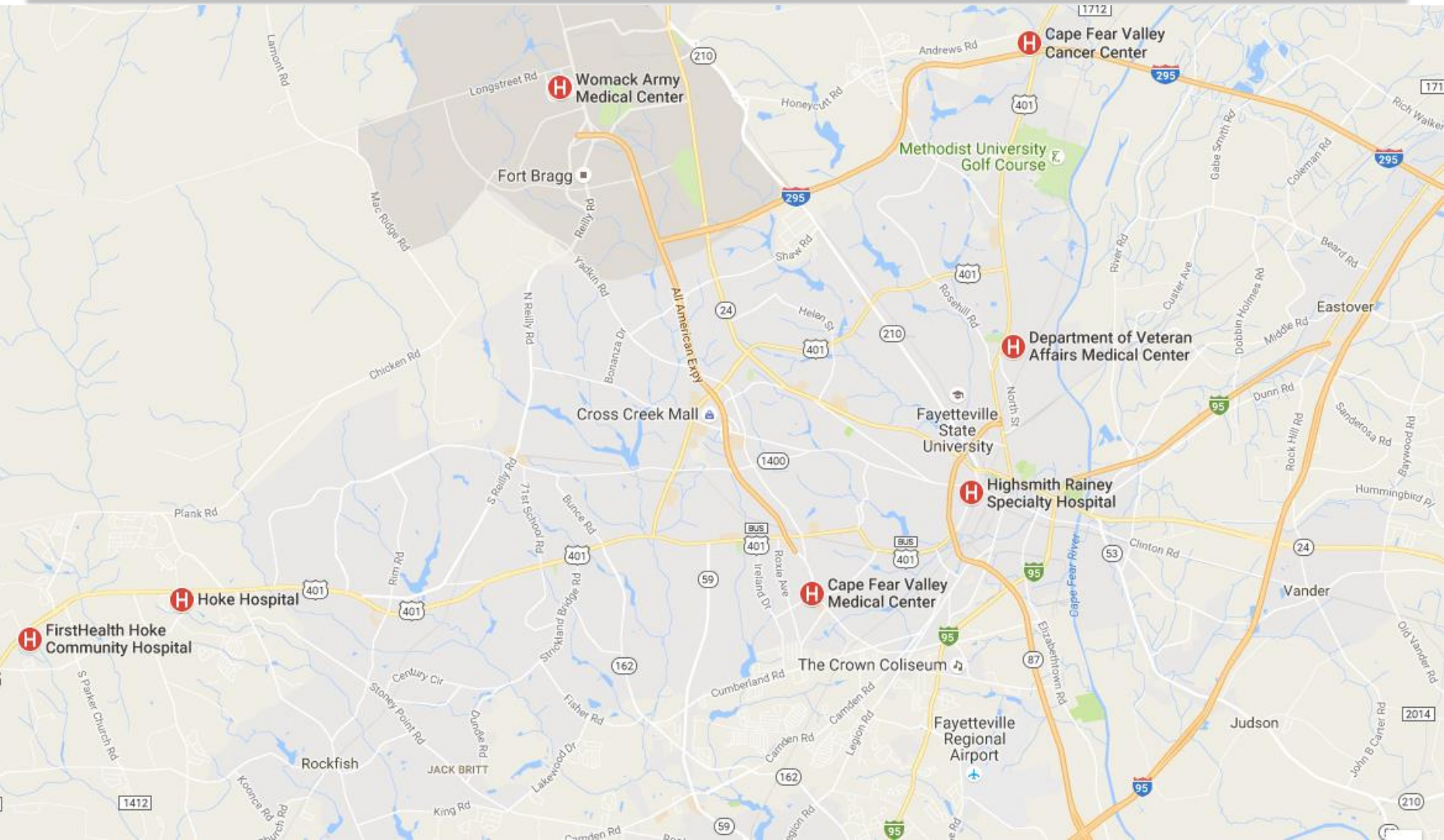
FAYETTEVILLE LOOP COMPLETION PROJECT SECTIONS



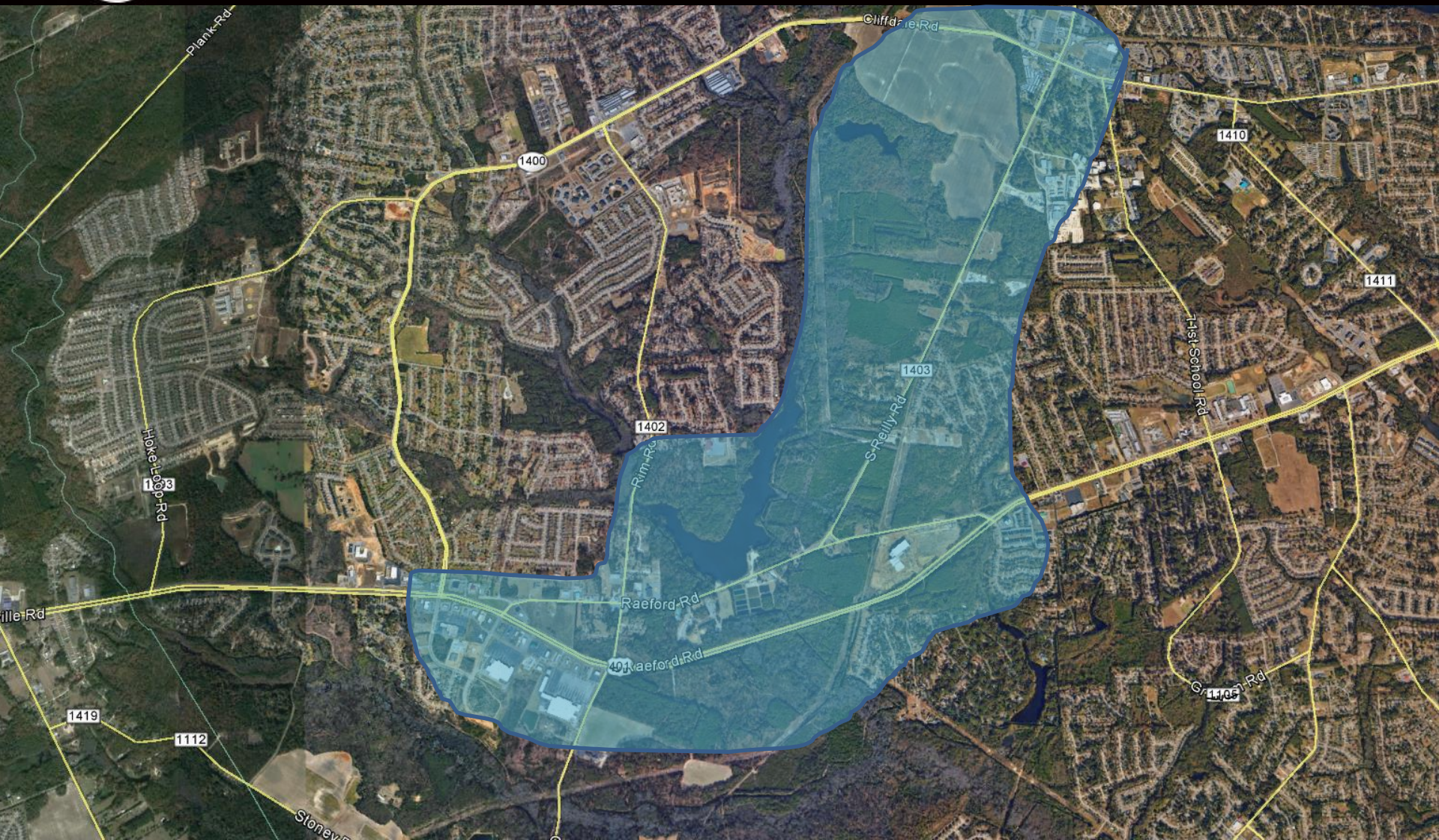
The State

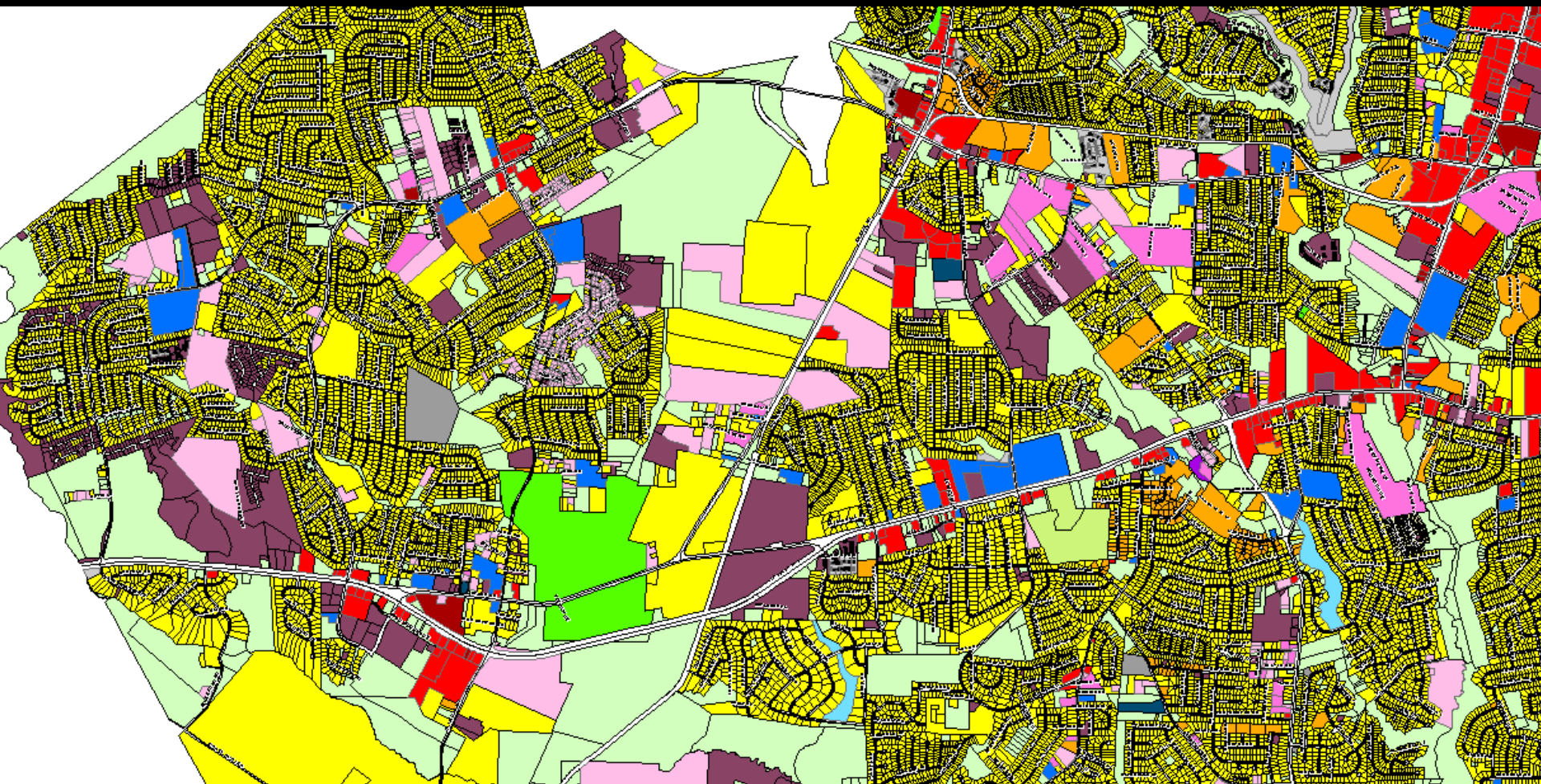


Local



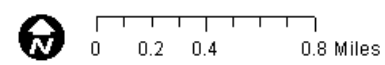
Study Area





KEY

- | | | | | | |
|------------|------------|---|--------------------------------------|--|---|
| Local | RAMP | Call Center/Call Center-New parcels-NVA | Institutional (e.g., Clinic, School) | Transportation-Communication-Utilities | Cemetery |
| EXPRESSWAY | SOIL | Single-Family Detached | Government Office or Facility | Parking | Predominantly Vacant |
| INTERSTATE | WALKING TR | Single-Family Attached | Mixed (Commercial and Residential) | Common Area | Vacant Land |
| MAJOR | | Multifamily | Commercial | Under Construction | Not Yet Assigned (Point Has Been Added) |
| | | Mobile Home | Commercial-Vacant | Lake | Not Yet Assigned (Point Not Yet Added) |
| | | Mobile Home Park | Industrial | Park/Recreation/Open Space | |
| | | Group Quarters | Private Street | Golf Course | |



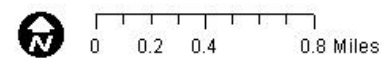
EXISTING LAND USE

CITY OF FAYETTEVILLE COMPREHENSIVE PLANNING



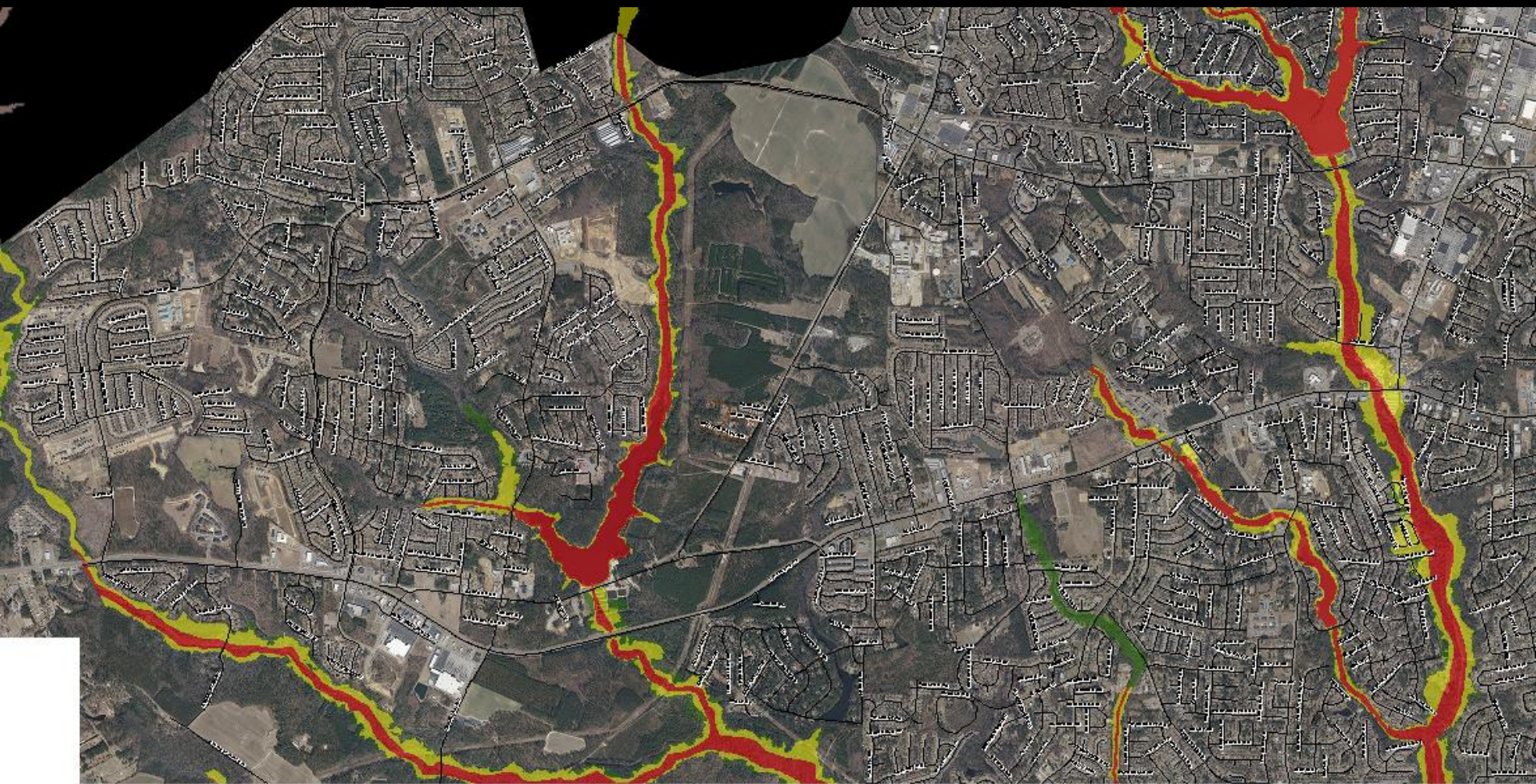
KEY

- Study Area
- Downtown Corridor or Mile 1
- Building Value = 0
- Local
- EXPRESSWAY
- INTERSTATE
- MAJOR
- RAMP
- SOIL
- WALKING TRAIL



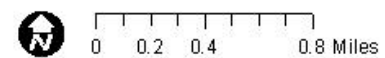
VACANT LOTS /
UNDERUTILIZED

CITY OF FAYETTEVILLE
COMPREHENSIVE PLANNING



KEY

- | | |
|--------------|--------------------|
| — Local | A |
| — EXPRESSWAY | Floodway |
| — INTERSTATE | 100 Year Floodzone |
| — MAJOR | 500 Year Floodzone |
| — RAMP | |
| — SOIL | |
| — WALKING TR | |



FLOOD PLAIN

CITY OF FAYETTEVILLE
COMPREHENSIVE PLANNING

What makes a great livable community



Continuity



Attractive design



Historic connection



Sense of place



Human scale



Compact form



Open space



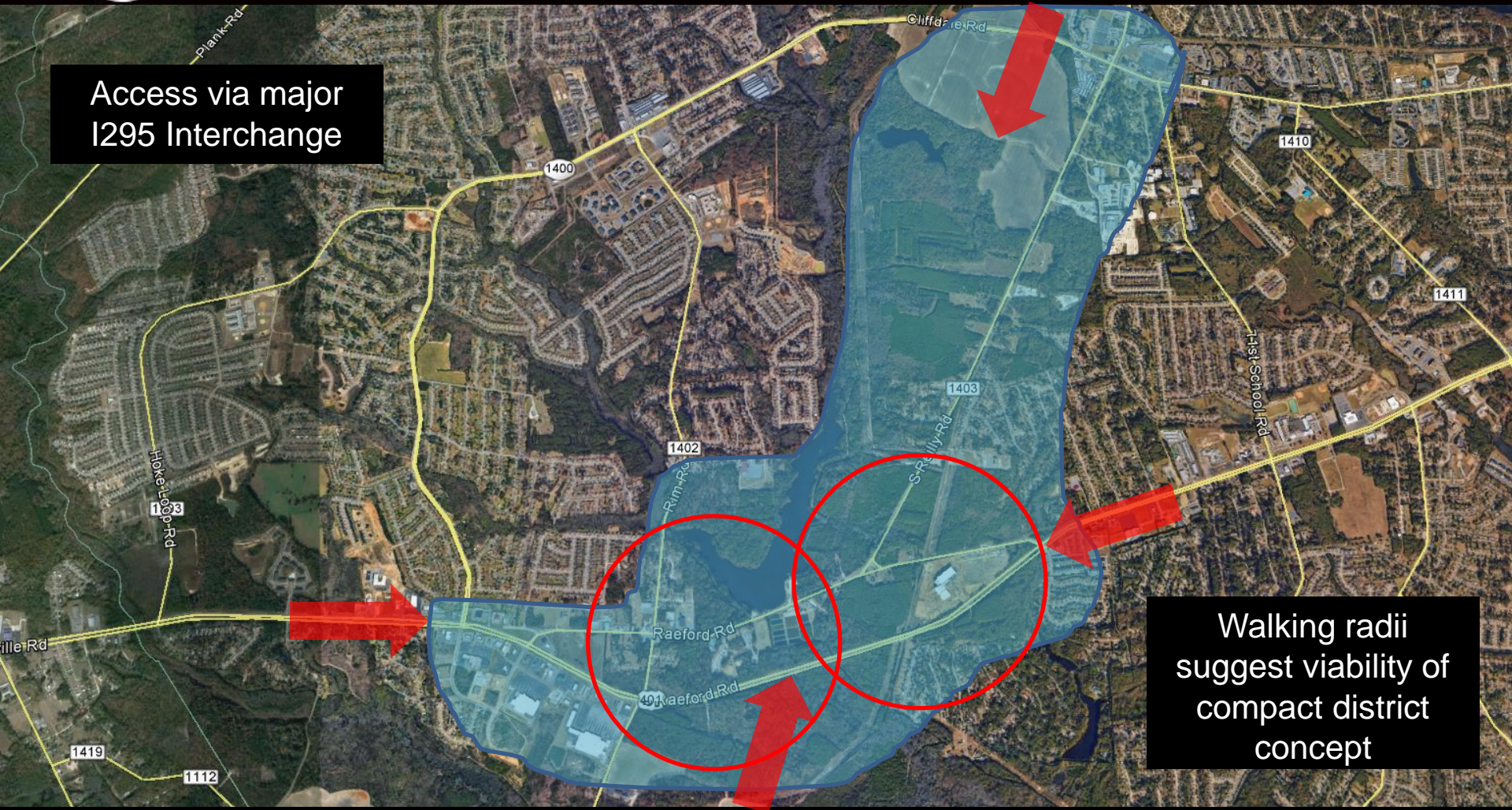
Amenities:
Water, public art, parks

Opportunity: to create a mixed use district of developments that focuses on medical care, health and wellness and becomes a regional destination and an economic catalyst for the City without detrimental impacts on the adjoining properties or areas of the community.



- Acute Care
- Rehabilitation
- Assisted Living
- Hospice
- Medical Offices
- Hotels
- Housing
- Healthfulness
- Connected Open Space
- Image / Identity
- Public Transportation
- Walkability
- Indoor / Outdoor Recreation
- Coffee Shops, Retail and Restaurants

Key Site Observations



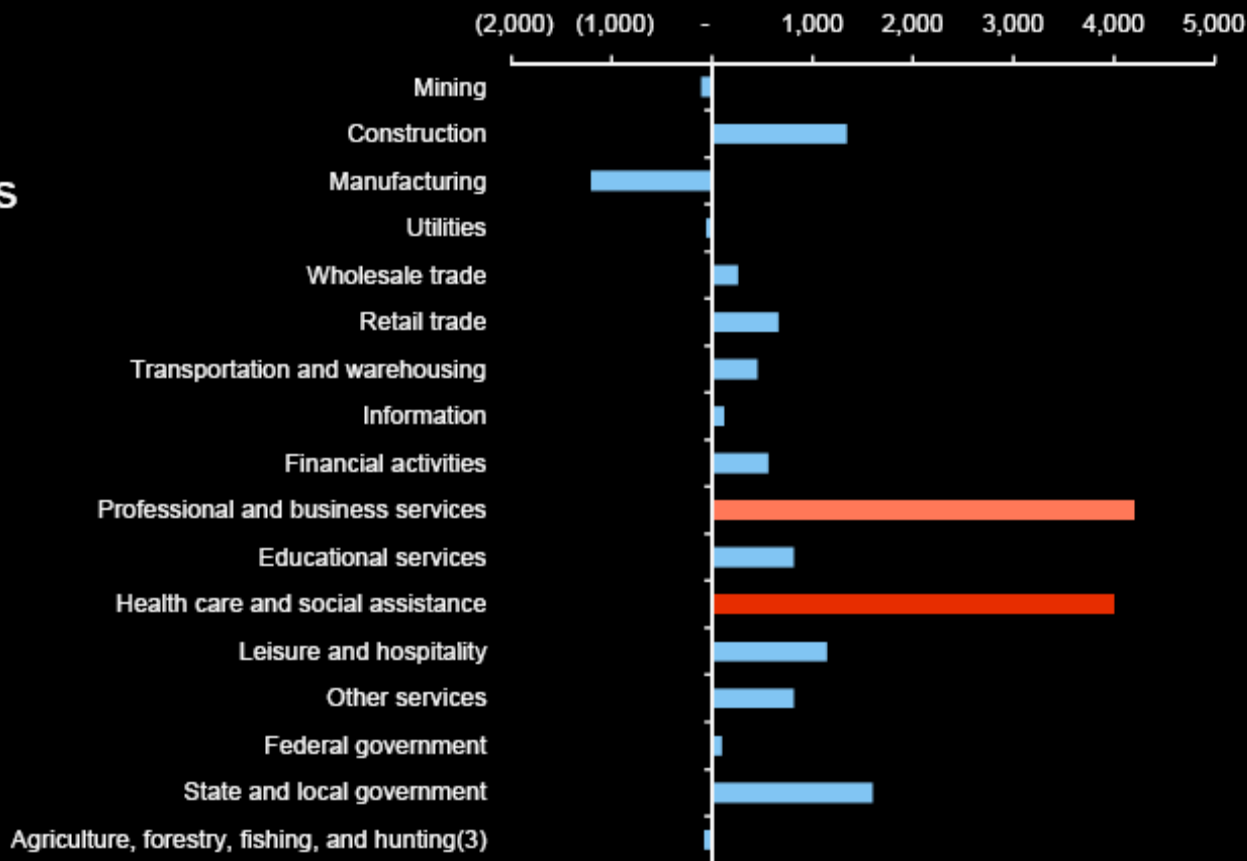
Raeford Road and S. Reilly Road act as spines of potential district with two 10-minute walking radii



Economic Benefits

- America's new jobs:
 - Health Care
 - Biosciences
 - Professional Services
- These sectors also offer higher paying jobs

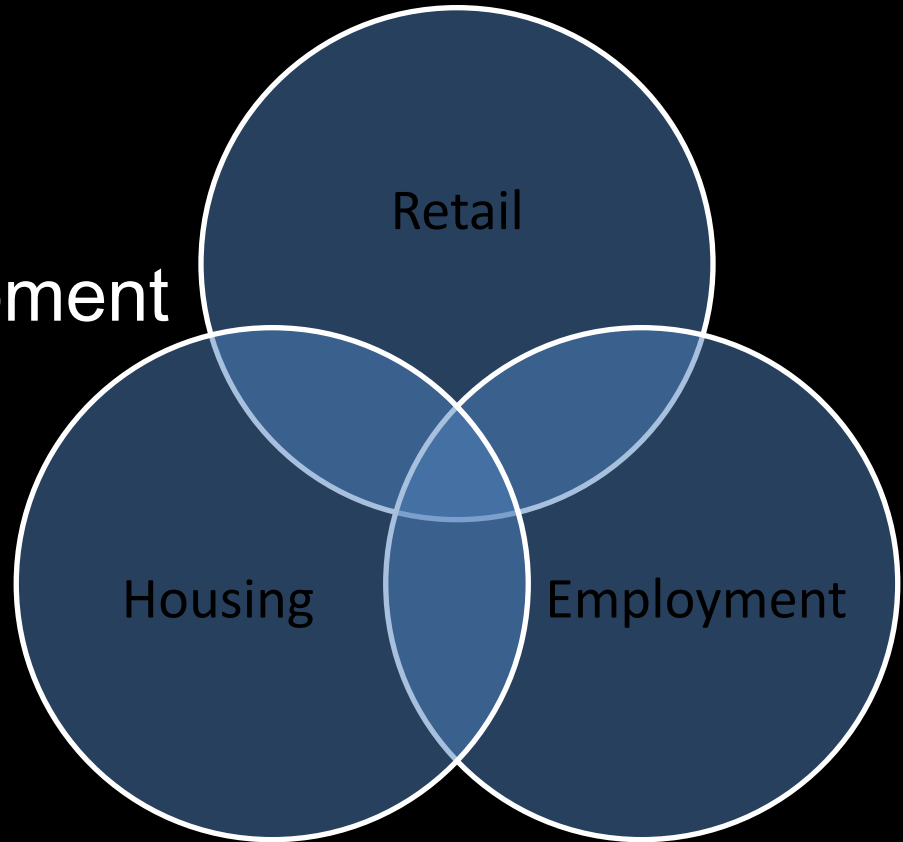
Employment Growth by Industry Sector, 2008 - 2018



(All figures in thousands of jobs.) Source: Bureau of Labor Services

Economic Benefits

- Healthcare
- Medical office, biotech
- Research and Development
- Housing
- Retail
- Public Spaces



Objectives

- Evaluate existing development and market
- Determine potential for expansion
- Recommend framework and guidelines for development

Site Analysis

- Land Use
- Infrastructure
- Circulation Patterns
- Natural Features
- Visual Quality Issues
- Safety Issues
- Opportunities and Constraints

Concepts

- Land Use
- Identity Creation
- Gateways and Landmarks
- Streetscape Enhancements
- Open Spaces
- Implementation Strategies



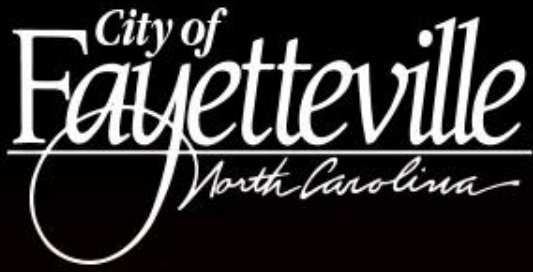
Master Plan

- Design Standards and Guidelines
- Market Analysis
- Implementation Strategies
- Phasing
- Opinion of Probable Cost



Issues and Opportunities Planning and Design





Highway Enhancement Gateway Identity



District Identity and Wayfinding



Complete Streets



Open Space, Linkages, Physical Activity



Mix of Complementary Uses



Housing



People Places



Public Art



Sense of Place



City of Fayetteville *North Carolina*

433 Hay Street

Fayetteville, NC 28301-5537

www.cityoffayetteville.org

www.faytv7.com www.fayettevilleoutfront.com



Fayetteville
OUTFRONT



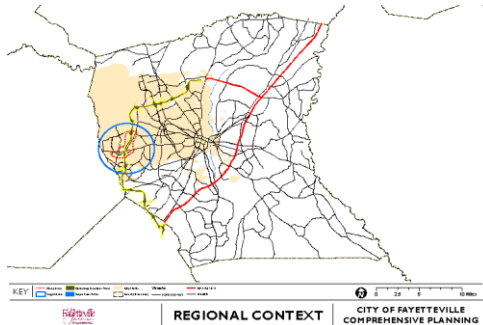
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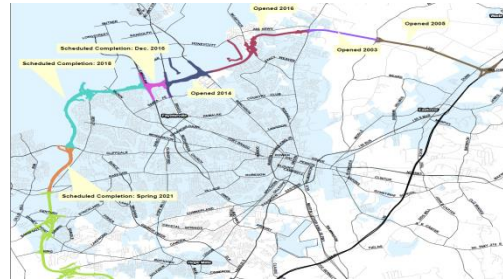
MEDICAL VILLAGE PLAN OPEN HOUSE

MEETING FORMAT

STATION 1 REGIONAL CONTEXT & STUDY AREA



STATION 2 TRANSPORTATION



STATION 3 EXISTING CONDITIONS



STATION 4 EXISTING & POTENTIAL ACTIVITIES



STATION 5 SURVEY

